



For a life without tobacco A legacy





For a life without tobacco

A legacy

Contents

04—	PREFACE THE STORY BEHIND HELP HELP: A COMMUNICATION CHALLENGE	46—	8 THE EUROPEAN CONTEXT
08—	1 HELP: FACING UP TO THE TOBACCO CHALLENGE	52—	CONCLUSIONS
14—	2 CREATING A BRAND	55—	APPENDICES MANY THANKS... ACADEMIC PAPERS INVOLVING HELP MEMBERS OF THE HELP ADVISORY BOARD 2005-2010 A CONSORTIUM OF AGENCIES ENTRUSTED WITH THE CAMPAIGN
28—	3 INVOLVING YOUNG PEOPLE		
38—	4 BUILDING PARTNERSHIPS		

Preface

The story behind Help

Andrzej Rys, Director of Public Health, European Commission

This brochure tells the story behind the European Commission's "Help – For a life without tobacco" campaign, which is coming to an end in November 2010. The campaign targeted young people between 15 and 25 years old across the EU, with a focus on smoking prevention, smoking cessation and passive smoking. Its distinguishing feature, however, was the involvement of young people and the partnerships it built with youth organisations and tobacco control NGOs.

For the Commission, awareness raising actions like this campaign are an integral part of tobacco policy, which also encompasses legislation, supporting Member States and working at global level, as a signatory of the Framework Convention on Tobacco Control.

But also, beyond tobacco, important lessons for communicating on health in an EU context can be drawn from the experience of this campaign, and – as this brochure argues – for building a European health brand.

As our work with Help is coming to an end, I would like to thank everyone involved in the campaign for helping to make it such a success.

Help: A communication challenge

Pierre Siguer, President of Ligaris

We live in a world where constant change is probably the only certainty in our lives. In an era increasingly dominated by technology and communications, our ability to adapt has never been so important. Yet modern life is not just about exploiting the latest breakthrough. Our future prosperity in Europe also relies on young people making the right lifestyle choices, and there is no question about the most important of them all: their health.

As a media campaign, "Help – For a life without tobacco" united all of these themes: health, Europe, youth, technology and communications. And, not surprisingly, it changed over time. After starting out in early 2005 as a series of television advertisements, a select number of events and a basic institutional website, Help changed almost beyond recognition. By late 2010 it was an innovative, web-driven campaign that unleashed the power of text, images, video and social media. The website had become a vibrant, collaborative online space in which young people could not only learn about tobacco control, but could also find inspiration.

What's more, young people were involved at every level of the campaign, from the key strategic decisions made at board level right down to the organising of local events in classrooms and youth club halls across the European Union – for this was a truly European initiative.

By the end of the Help campaign, Europe had changed. Many national governments had adopted smoke-free legislation, while surveys indicated that the number of smokers in the EU was declining and that awareness of tobacco control was increasing. These are important achievements, for now and for the future of Europe. And it is a source of pride to us that Help played its part in making them happen.

More about the campaign on the DVD

TV films

The Help campaign was present on TV from June 2005 to October 2010, with two different creative campaigns addressing the themes of passive smoking, prevention and cessation: "The Paper Whistle" from 2005 to 2008, and "What's Your Tip?" from 2009 to 2010.

{ 2005 — 2008



01 CESSATION "The Office"



02 PASSIVE SMOKING "The Party"



03 PASSIVE SMOKING "Teenager"



04 PREVENTION "School"

{ 2009 — 2010



05 PASSIVE SMOKING "The Bubble"



06 PREVENTION "The Kiss"



07 CESSATION "Dinner"



08 PREVENTION "The Cloud"

121,000

TV adverts broadcast from 2005 to 2010



HELP: FACING UP TO THE TOBACCO CHALLENGE

The high level of tobacco consumption among young Europeans requires targeted public health communication action. By involving experts, communication agencies and young people themselves, the Help campaign pursues that goal. And the results are encouraging.

Help – For a life without tobacco* was launched in 2005 as a response to the devastating effects of smoking on people in the European Union. More than 650,000 of its citizens die prematurely every year from smoking-related diseases across the 27 Member States, while an incalculable number have their health seriously affected by the effects of tobacco. The young represent a particularly vulnerable group and were therefore targeted as the primary focus of Help's activities. Using a series of television and online advertising campaigns which ran until 2010, backed by PR activities and projects in the field, Help was able to communicate its tobacco control message to a vast audience. It was also able to increase its penetration of that audience over time. According to campaign assessments carried out by market researcher Ipsos, 43% of interviewees declared that they had seen one of the advertisements in 2010. This percentage represents some 214 million people in Europe, according to Ipsos' projections. Similar projections indicated that an estimated 41 million young Europeans (representing 67% of interviewees in the 15-24 age group) had seen one of the ads this year. In more detail, the results of Help's 2005-2010 TV campaign, as compiled by Ipsos across all 27 Member States, revealed that:

- The figure of 43% of respondents who remembered seeing at least one advertisement in 2010 represented an increase of 14 percentage points over

the figure for 2005. The increased awareness was even more pronounced among smokers (+19 pts) and people aged under 25 (+19 pts).

- 80% found them interesting and 90% found their tobacco control message easy to understand (+5 and +4 pts respectively).

- 85% agreed that the advertisements conveyed the availability of help to face smoking problems, with 81% agreeing that the campaign communicated the fact that a website and/or telephone support was available (+11 and +15 pts respectively).

- 69% of smokers said the campaign was an incentive to look for information/help – an increase of 10 percentage points on 2005.

The Ipsos survey, which involved interviewing more than 26,300 people, also showed that the campaign was increasingly associated with the European Union. A total of 30% of respondents correctly identified the European Union as being behind the campaign, an increase of 11 percentage points from 2005.

As for the structure of the campaign, Help brought together several different communities:

1. Two communications agencies;
2. Established international youth organisations, along with grassroots youth groups at national level;

43%

of Europeans (i.e. approximately 214 million people) and 67% of young Europeans (15-24 years old, i.e. approximately 41 million) declared that they had seen one of the Help advertisements in 2010 (+14% compared with 2005).

3. Technical experts who provided scientific and academic backing, notably via an Advisory Board that included members of Europe's tobacco control community.

Though the communities were distinct, the regular cooperation between them meant that there were frequent crossovers. Young people provided creative input for parts of the communication campaign and also organised their own youth projects. Along with renowned experts in the field, the Advisory Board also included representatives of youth organisations. By drawing up a European Youth Manifesto on Tobacco in May 2006, young people called for a number of actions to combat smoking, some of which have since been reflected in EU legislation. Indeed, this degree of crossover between groups was an important feature of the campaign.

Innovative in many respects

As a public health initiative, Help proved to be innovative in a number of ways. It was the first EU health campaign in which young people were directly involved on a large scale as participants as well as being recipients. To build momentum, Help also became the EU's first health campaign to successfully develop its own brand, combining a pan-European slogan and logo in much the same way as a commercial product. Use was also made of youth-friendly technology, notably a website containing textual information, TV clips and interactive videos, along with links to

popular social networking sites. At grassroots and Advisory Board level, the campaign was developed through partnerships with tobacco control groups at national and pan-European levels, along with local student networks.

The advent of Help followed a conference held in Rome in November 2003 called "Tobacco, Youth Prevention and Communication" that brought together more than 200 health and media experts from 32 countries. Chief among its conclusions was the need to radically change the idea of smoking being a social norm — instead, it should be portrayed as being quite the opposite. Equally important was the need for pan-European campaigns that could be tailored at a national/regional level and achieve a degree of synergy with national activities. Furthermore, the campaigns would need to involve expert groups, stakeholders and academic researchers.

In the wake of the Rome conference, a first invitation to tender was issued for a new campaign that would start in 2005 and have three principal objectives:

1. Prevention: to encourage young people not to start smoking;
2. Cessation: to help smokers quit;
3. Passive smoking: to raise awareness among young people about the dangers of second-hand smoke.

In response to the tender, the contract was awarded to a consortium of agencies: Ligaris, a Paris-based

The Help campaign's three principal objectives:
Prevention: encouraging young people not to start smoking
Cessation: helping smokers to quit
Passive smoking: raising awareness among young people about the dangers of second-hand smoke

consultancy specialising in institutional and social communication, B&S, a PR and events management firm based in Brussels that was subsequently taken over by Ligaris, and Carat Global Management, which specialises in strategy and media buying. Ipsos was retained to provide independent media monitoring for the campaign.

International ambition

Launched on March 1, 2005, the campaign's title was an early indication of its international ambition. Help, although an English word, is universally understood by the target audience across continental Europe, irrespective of their native language. The other aspect to the word's appeal was that it struck an important tone for the campaign: this was about helping people to decide things about their lives, and not about telling them what to do.

Although media communications played an important part in Help's activities, the campaign also made considerable efforts to forge links with the tobacco control community and youth groups. Indeed, building support and credibility among these key stakeholders would be a fundamental objective for the Help campaign.

Although its tobacco control vocation was essentially a practical one, Help also played its part in contributing to academic research. Many analyses of Help's findings were published in marketing journals, papers

for conferences in Europe and the United States, and books on marketing communications (see Appendices). The parameters for Help had clearly been set in terms of objectives, monitoring and funding, and the task facing the campaign organisers was to make it all happen. Just how that campaign was delivered from a media perspective is the subject of the following chapter.

MTV partnership

Throughout the Help campaign, unique partnerships with MTV both online and on television have provided the opportunity to further raise awareness and encourage debate around tobacco issues among the target audience.

{ 2006



01 The "Tobacco... Where do you stand?" TV advert and minisite encouraged young people to reflect on their relationship with smoking.

{ 2009



02 The "Time my body" TV advert broadcast on MTV UK raised awareness about the negative effects of tobacco using edgy graphics and hip-hop music.

More about the campaign on the DVD

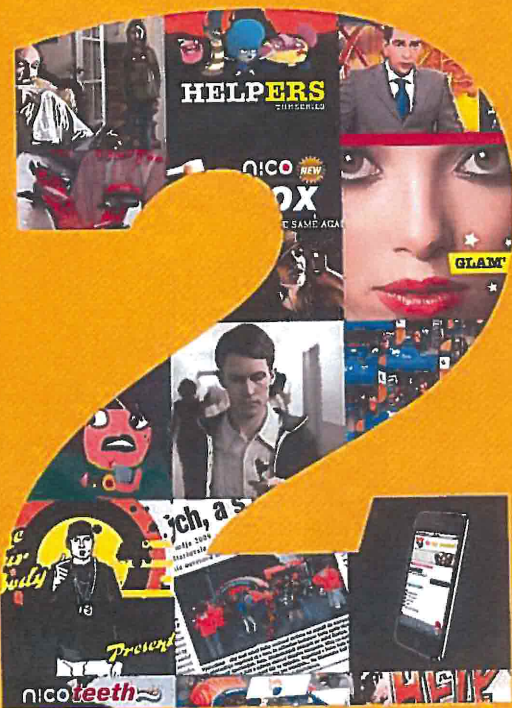
{ 2009



03 Ten smokers from across Europe shared their attempts to quit with the help of a variety of techniques in the "Smoke Screen" online campaign.

226,000

visits to the Smoke Screen minisite



CREATING A BRAND

To deliver a unique, consistent and powerful communication solution that would encourage a move towards tobacco denormalisation, Help decided to position itself as a brand, developing a slogan, a logo and a message, as well as a tailor-made communication plan based on four main media.

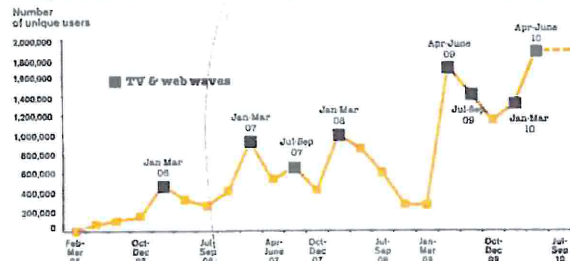
When it came to turning the theory of Help into a reality, the challenge was a significant one. The objectives set were various: to develop a common campaign across 27 Member States and 22 languages, to communicate a consistent set of messages (prevention, cessation and the dangers of passive smoking) to a target audience of 15- to 34-year-olds, and to engage them in a way that would build real profile and momentum over time. There was also to be a specific focus on the 15-24 age group, with the accent very much on prevention, while further targets were identified among young women and the underprivileged.

Clearly, it was not going to be simple, and it would not be made any easier by the complexity of the task and the ambition to raise with the target audience. The agencies' solution was to adopt a tactic similar to that used by the tobacco industry: to develop a brand. "Help - For a life without tobacco" would involve European authorities, medical experts, health NGOs and young people within a common campaign slogan, logo and message. All the classic brand-building exercises would meanwhile be deployed in support: TV spots, press/PR activity aimed at the media, events, and visits to schools and workplaces. All of this would be backed by a website featuring anti-smoking help and support information, videos, viral marketing and links to social networks.

Advisory Board chairman Professor Gerard Hastings, who specialises in social marketing, believes that brands have a vital role to play in public health issues, both now and in the future. Specifically, he believes that a brand can offer people a better lifestyle choice, a trusted source of health advice and a counterweight to the marketing campaigns of the likes of the tobacco industry. "Public health needs to inhabit the space that is 'people buy brands,'" Professor Hastings said. "That's why Coke and tobacco brands have been so successful - because they solve those 'meaning of life' problems for people. Public health, to my mind, just has to get into that space and present an alternative. For all the 101 things that can make daily life difficult, whether it's car insurance, food choices or anything else, you know the brands you can trust. You've got to know there's an organisation, a brand, that people can respect and can trust. As a campaign, I think that Help is up there with the best of them, as one that has really attempted to take on the commercial sector at their own game, and I think the importance of this is profound."

Clearly, not all of these brand-building media tools were in place when the campaign was first launched. In fact, Help was conducted in two distinct phases, 2005-2008, and then 2009-2010. Yet its ability to evolve and meet the changing communications needs of its target audience was a recurring feature of the campaign.

Help website traffic is closely linked to media campaigns



In broad terms, communicating the Help brand was carried out in four ways: television advertising, online promotion, the news media and events. Each involved its own set of activities, countries and languages, yet all were focused on raising awareness of the same three core messages of Help.

Television coverage provided the "heavy artillery" in terms of the sheer breadth and scale of its reach, while online offered the chance to target particular groups more precisely. The two media were also designed to work in tandem. Help advertisements on television directed viewers to the website for more information, leading to pronounced spikes in site traffic during the TV campaigns, while some online activities had "touch points" with the TV advertisements. Meanwhile, media companies such as MTV became involved in different campaigns, conducted either on television by its channel network and/or online by its various pan-European and national websites.

To get a clearer picture of what was done, the four areas need to be considered in greater detail.

1 | Television advertising

This was used in two ways: traditional advertisements on national channels across Europe as well as more tailored, closer partnerships.

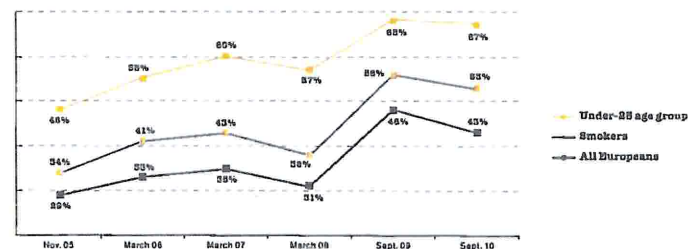
For the traditional TV audience during Phase 1 of Help, advertisements were broadcast in seven

separate waves: during June and September 2005, January and September in both 2006 and 2007, and January/February in 2008. Television is still considered the most effective medium for reaching a mass audience and its popularity among young people is not really in doubt. Over the period, a total of 70,000 spots were broadcast on 96 national TV channels across the EU.

Research carried out in March 2008 by Ipsos showed that the Phase 1 campaigns had indeed been effective, with 152 million Europeans remembering having seen the Help spots. More detailed figures demonstrated that the key messages had also been received and understood by the target audience. A total of 59% of Europeans aged under 25 saw at least one of the films, with 82% saying they liked what they had seen. As for the points being made in the films, 77% considered smoking an absurd activity, 84% agreed it endangered the lives of those in the presence of smokers and 79% of under-25s agreed that help was available to tackle the problem of smoking.

In large part, the success reflected the way in which the advertisements had been designed: to make smoking appear absurd by replacing what would have been a cigarette in the actors' hands and mouths with a green paper whistle. As in other media activities, and notably on the website, the idea was to show that smoking was neither cool nor sexy, but quite simply odd and not "normal".

Help campaign awareness 2005-2010



According to the research, the popularity of the TV campaign continued in Phase 2 of Help with the "Tips" campaign in 2009. This featured three different lighthearted spots in which young people showed bizarre ways of dealing with the three core messages of prevention, cessation and passive smoking. Some 26,000 spots were broadcast on 134 national channels, with the campaign being seen by 68% of young Europeans, of whom 89% understood that help in dealing with smoking was available. The positive figures were also repeated in 2010, with 171 million Europeans who had seen the campaign said they liked it (representing 80% of the total number who had seen the advertisements). The statistics for young people were even better, with 36 million from this group who had seen the campaign saying they liked it, a full 88% of that total.

The collaborative approach taken by Tips was reflected in a parallel campaign on the Help website. Launched on the same day as the TV spots – May 31, 2009 – the web version of Tips followed an online competition in which young people were invited to create their own content. Videos and prints were uploaded prior to the launch date and the site was updated with new material as time went by. This technique of developing parallel on-air/online campaigns, as used by Help in its Tips activities, is widely viewed in the media industry as best practice.

Using humour to get the Help message across, both on television and to an even greater extent online, was a conscious decision. Behind that decision was the need to avoid Help finding itself in competition for the public's attention on with locally-run anti-tobacco campaigns. Many countries, particularly in Western Europe, have put a great deal of money, effort and creative resources into their anti-smoking campaigns, and Help had to distinguish itself from them and yet be complementary at the same time. An assessment of campaigns in various Member States revealed that they normally used one of two registers: either a dramatic, hard-hitting one about the effects of smoking, or a softer one to get across the idea that smoking did absolutely nothing for people socially. However, very few used a third register, humour, whose use by the campaign both endeared it to the target audience and allowed Help to distinguish itself from advertising initiatives taken by national groups.

Another factor in the delivery of the television campaign was gender sensitivity. The desire to avoid having advertisements dominated by male actors led to both the final two films in the 2010 televison campaign ("Cloud" and "Domino") having a young woman as the leading character. This was a deliberate attempt by Help to address a young female audience, which health surveys have indicated as one with an increasing disposition to cigarette smoking. By casting young women in the

156 million

was the number of visits to the Help website between 2006 and 2010.

lead roles, Help broadened its appeal to a particularly vulnerable part of its target group. Indeed, this policy was not confined to the small screen. A separate online campaign was also put into action during May and June 2010, targeting a young female audience through the network of media websites owned by *Elle* magazine. A special advertising campaign for Help was developed for the 12 separate *Elle* sites in Europe to promote the tobacco control message with a link to the Help campaign home page, yielding over 6.7 million page impressions for the two-week duration of the campaign. The click-through rate (CTR) from the *Elle* sites to Help-eu.com reached as high as 5.07%, whereas the CTR for the health sector is normally 0.1%.

Although central to delivering the Help message, mainstream television networks were not the only ones to become involved in Help. MTV Europe and its various national channels contributed to a series of projects over the years. In 2006, MTV created a special on-air advert entitled "Tobacco... Where do you stand?" To raise awareness and spark debate among the channel's young audience, viewers were encouraged to visit the MTV website and reflect on their behaviour using an interactive questionnaire.

Another campaign, under the banner MTV "Force for Good", saw the channel develop a spot specifically for the Help campaign in the UK in 2009, raising awareness of the negative effects of smoking using

a makeover theme for smokers. Entitled "Tune My Body", it drew on the popularity of an existing MTV series for car enthusiasts called "Pimp My Ride". Other pan-European TV networks used by Help during the campaign included Eurosport and Euronews.

21 Online: The rise of digital

By far the biggest change over the course of the six-year media campaign was the rise to prominence of the online format and a more interactive way of communicating with young people. From modest beginnings, the website (www.help-eu.com) went on to become the key driver of the campaign, with the second phase in 2009-2010 being christened "Help 2.0". By October 2010, the site had attracted a cumulative total of over 8.6 million users and had been the subject of a revamp the previous year. In part, the site was a source of solid, practical information about smoking issues in 22 languages, providing advice from Europe's leading medical experts in an accessible video format and documenting a comprehensive set of FAQs. Free coaching via email over a two-month period was also available, drawing a total of 218,500 subscriptions by October 2010.

However, the need to appeal to a younger audience was also taken into account. The Help site had an "infotainment" aspect in that it provided a home for the pictures / videos produced by young people themselves in support of the campaign and offered a launchpad for viral marketing across the web. It also

5 million

Europeans (unique users) saw the MTV Smoke Screen message via video advert units.

included the participative *Tips* section, a range of computer games (which could also be downloaded as apps onto mobile phones), and an online animation series launched in 2009 called "*Helpers*".

A particularly successful initiative, *Helpers* featured three main characters, each symbolising one of the three campaign themes: Chuck, the Cessation Helper, Loona, the Prevention Helper, and Skinny, the Passive Helper. Designed in partnership with young people, episodes allowed visitors to vote on the next twist in the storyline and finished by inviting viewers to visit the Help website. Space for *Helpers* was provided on Facebook, Dailymotion and Bebo, along with a dedicated channel on YouTube. By October 2010, *Helpers* episodes had been viewed more than 6 million times.

Helpers aside, other campaign material was permanently hosted on a Facebook group page and on YouTube. External websites were also used in campaigns on national sites and pan-European portals like Yahoo! and MSN. Equally important, though, was an online partnership with MTV, which particularly flourished with the development of the MTV Smoke Screen campaign.

This was a digital project that followed 10 young Europeans in their bid to stop smoking over the course of one month during 2009. The five men and five women wrote text blogs and recorded video

blogs to provide a daily update on their progress, giving it a "reality TV" feel. All of them successfully quit smoking and the audience figures speak for themselves: the message was seen by an estimated 5 million unique users via the video advert units and 43 million media impressions were delivered across the MTV network. More than 226,000 users from all 27 Member States also visited a special Smoke Screen microsite for more information.

"It was the most popular MTV campaign ever," said Daniel Green, Director of digital strategy with MTV International, who had been contracted to deliver the campaign. "Our core strategy was to not talk down to youth, but to give them a voice and to empower them to spread the message peer-to-peer. We were not going to take that standardised route of 'let's tell them to quit smoking, let's take that authoritarian tone.' As for the 10 people we picked, we made sure they were taken from different socioeconomic backgrounds – some were unemployed, some were working – and also from different age ranges, so we had teenagers and people in their twenties. Most important of all, these were all real people going through real emotions – it wasn't faked. When someone cried, those were real tears."

The evolution of the web strategy reflected a key change in the way the campaign was evolving. Initially, the website did not have a great deal of content, was fairly "top-down" in terms of its attitude towards young

From 2005 to 2010,
the Help campaign was covered by over

8,400

articles and reports in the media.

people and did not provide much of a platform for collaboration. Over time, Help adapted to the growing demands from young people, notably after the site revamp in 2009 and an increased presence on Facebook, which allowed them to exchange advice, opinions and experiences. In turn, that meant communications were no longer just “top-down” but also “bottom-up”, with young people coming through with their own ideas for the campaign.

This changing face of the online campaign was reflected in a viral video series during 2007-08 called “Nicomarket”, which caught the unique approach taken by Help in combining humour with a deadly serious message. The viral promoted a series of imaginary products that actually provided the effects of smoking, such as a face cream that made women look 10 years older, an air “freshener” that gave off cigarette smoke and a toothpaste that made teeth turn brown, mimicking the look of smokers’ teeth. Another product gave men the “opportunity” to diminish their sexual capacities. Available from a fictitious company called Nicomarket, the spoof adverts could be forwarded to friends or posted on blogs/websites. At the end of the Nicomarket advertisement, users were redirected to the official Help website for more information and advice.

Though content was a key factor in drawing people to the Help website, so was the underlying technology. The site was designed to try and match the

requirements of Internet search engines in order to help drive up traffic. The use of Search Engine Optimisation (SEO) tools meant that Help could be picked up at no cost to the campaign by so-called “organic searches” when a user typed in a key phrase such as “stop/quit smoking”. The SEO mission was an important one, since the traffic generated by search engines accounted for up to 90% of visits to the Help website.

3 | Press relations: A permanent presence

Though television and online were the main drivers, the job of communicating Help’s activities to the European public also involved relations with the written press, whether paper or web-based, and radio. Press conferences were arranged by a network of PR agencies across the Member States, requiring the production of press kits/releases to support the news agenda and the monitoring of subsequent coverage.

During Phase 1 of Help, more than 6,800 articles were written about the campaign in the European media, and a further 1,600 were produced in 2009-2010. Though much of it was “one-off” coverage in the wake of a particular event, the agencies also sought to build closer media partnerships – similar to that achieved in the television field with MTV – that provided additional editorial coverage in print and on radio. Some 60 such partnerships were



From 2005 to 2008,
340,000 people had their
CO measurement taken.

created during the campaign, principally with radio stations in the final two years, in order to maximise coverage of Help without the purchase of advertising space/airtime. Two typical partnerships were reached with NRG Radio in Cyprus and Radio Beat, a member of a network of regional stations in the Czech Republic. NRG, which particularly targets a younger audience, systematically mentioned Help events whenever they were being held in the country, during both morning and afternoon broadcasts. In 2010, Radio Beat meanwhile provided Help with more than 100 information announcements about the campaign, promoted Help initiatives on World No Tobacco Day and hosted a one-hour talk show with Help guests about the campaign.

4 | Events: Help in the field

These divide into two main categories: events that were held specially for Help, and opportunities to get the message across at venues that draw a younger public, typically a sporting event or a pop concert. A popular activity in both cases was to offer members of the public a carbon monoxide test, which measured their CO levels. From 2005 to 2008, more than 1,100 events were held across the Member States, enabling 340,000 people to have their CO measurements taken. In one particular case, Help teamed up with the European Network of Quillines (ENO) to provide CO testing stands at several FIA GT championship races, a project known as Help@Races. Raising awareness at such an event

had a special significance, given the tobacco industry’s history of motor racing sponsorship, notably in Formula One.

Smaller-scale activities ranged from beach volleyball to athletics and rollerblading, while “Smoke-free parties” were organised in several countries. In some cases the party included so-called “Smoke Police”, sometimes dressed in a police-style uniform, to dissuade people from smoking and to promote a tobacco control message.

In total, a further 360 different events were organised across Europe as part of Help 2.0 in 2009, when a new element was introduced in the form of “Street Art”. At these events, a street artist was on hand to depict anti-smoking tips suggested by visitors, who could also have a go at expressing a tip idea of their own with a can of spray paint. Two other grassroots initiatives were carried out during Phase 1: Help@School and Help@Work. Some 5,300 Help Teaching Kits, containing an awareness-raising quiz about Europe and tobacco, were sent to schools, while more than 100 European companies welcomed Help booths in the workplace.

Though most of these events targeted a general audience, Help also supported projects catering to specific groups. Two such projects addressed Europe’s Roma community and underprivileged young people living in European cities.

Viral campaigns

Two powerful, unconventional viral campaigns were launched by Help in 2007 and 2009: "Nicomarket" and "Helpers". A series of viral films and mini sites were created for both campaigns, which generated buzz among young Europeans.

{ 2007-2008



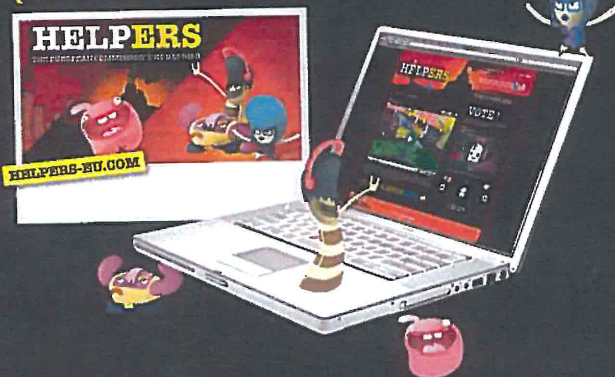
01 The Nicomarket campaign was seen over 7.5 million times and relayed by young people on their own blogs and web sites.



More about the campaign on the DVD

Over **6 million** video views for the Helpers series.

{ 2009-2010



02 The Helpers web series gave young Europeans the opportunity to get involved by choosing the ending to the next episode.

The Roma project involved a collaboration with the Bratislava-based Association for Culture, Education and Communication and was directed at the Roma minority in Slovakia. The aim, over a five-month period during 2007, was to communicate the Help message in a way that was accessible to Roma children and adolescents. ACEC, which has long-standing experience of working with the Roma community, supplied information leaflets and Help brochures translated into the Roma language, and also provided training courses for teachers to promote tobacco control among pupils / students.

A very different initiative targeting the underprivileged using live music and mobile phones was the "Boogie Project", carried out from June to October 2009. During a series of concerts across Northern and Eastern Europe, campaign messages, including local quillline numbers, were sent to the audience's mobile phones by specially-erected Bluetooth transmitters. A four website was developed that provided links to the Help site and offered free tickets to the gigs, which were also promoted on Facebook, Myspace, Bebo and Twitter.

From a communications point of view, Help yielded a number of elements for best practice when targeting a young audience on public health matters. In terms of mass media, television remained the medium of choice for its sheer breadth of reach, although online was rapidly becoming a close second in many

countries. The key to that online success was to provide young people with a space where they could express opinions and share experiences, notably using Web 2.0 social networking technologies and mobile platforms.

Help's experience also showed that bringing young people into the creative process of a campaign can provide valuable input. The final two television spots for Help both originated from ideas submitted by young people, with the creators subsequently being invited to the filming on location in Prague. Along with the many youth-run activities, this was one of many examples of Help not only being "for young people" but also "by young people". Such involvement in the creative campaign could usefully be adopted in other health initiatives targeting a youth audience.

Along with the content, the tone of the various platforms was also important in gaining traction among young people, and represents another valuable lesson learned during the Help campaign. Professor Hastings firmly believes that health initiatives need to be collaborative rather than purely didactic. "It mustn't be top down, telling people about how to run their lives," he said. "It's got to be about helping people to make the right sorts of decisions about their own lives. It is a process of letting go, to some extent, and creating a platform where ... smokers and non-smokers are offering each other help."

“The lesson of the digital age is that your channels of communication are no longer paid for – they are earned. If you want young people to get involved in a viral campaign, you have to earn their respect and trust before they'll do that.”

GERARD HASTINGS

Professor Hastings believes that the involvement of the target audience and the use of new media were the two best practice elements of Help. However, he also highlighted how these can challenge the traditional approach to health campaigning. "You must engage people as much as possible," he said. "Much of tobacco control is still didactic, and its community would much prefer a world where they have absolute control over everything that's communicated about tobacco. That has always been faulty thinking – now it's impossible thinking because of the digital revolution. The lesson of the digital age is that your channels of communication are no longer paid for – they are earned. If you want young people to get involved in a viral campaign, you have to earn their respect and trust before they'll do that. It changes the rules of engagement."

Arguably, the most influential view of the communications campaign was that felt by the target audience itself. Here again, there is a resounding vote in favour of the online strategy, coupled with television. Julie Teng, the European Youth Forum representative on the Advisory Board, spoke for many young people when she said, "The use of new media was really good. Help did a really good job of making a tobacco campaign look cool, especially with Helpers. They really did try to make it fun and appealing to young people, and to bring a new message to tobacco control. I think that's a really good example of how to run a new campaign, without using the old tools."

Online campaigns

From 2006 to 2010, online campaigns used original creative ideas to attract the attention of web users looking for help with tobacco issues and draw them to the Help website. The adverts were featured on youth-orientated national websites, pan-European portals, mobile phone sites and social networking sites.

{2006 - 2008

	152 million Europeans have seen the ads.	6.8 million internet users received support and advice online.	140 000 Europeans subscribed to the online email coaching programme.	HELP, an initiative of the European Union.
--	---	--	--	---

Did you know? 	Passive smoking is more dangerous than you might think. It's the silent tobacco smoking. Click here
--------------------------	---

What is the most dangerous for your health?

	Martians?
	Your mother-in-law?
	Other people's smoke?

To find out, click here.



More about the campaign on the DVD

{2009-2010

To meet this challenge, we need to get physical!

w bizarre! ... she gets physical!

How bizarre! ... she gets physical!

Watch the video.

218,500

subscribers joined the Help e-coaching programme, promoted via online banner campaigns.

	Trying to give up smoking?	Get help	Sign up for our e-coaching programme
--	-----------------------------------	-----------------	---

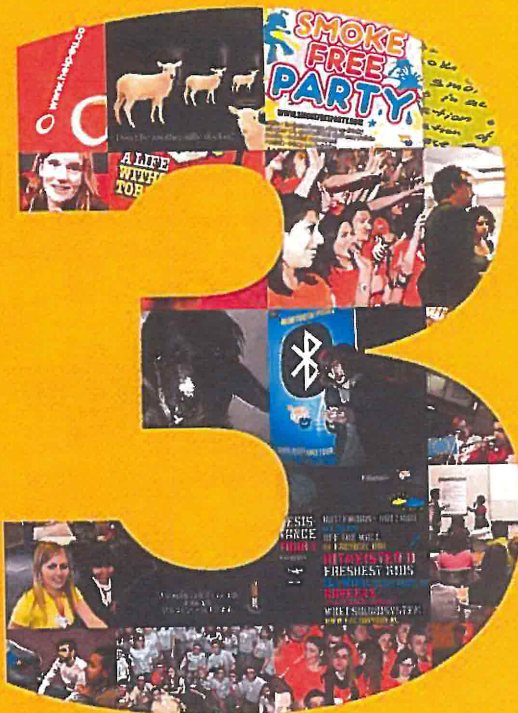
	With smoking, there's everything to lose.	to win the battle against tobacco, visit help-on.com
--	--	---

01 — Creative and personalised adverts were used on pan-European websites like Eurosport, MTV and E!.

	Visit help-on.com
--	--------------------------

	Visit help-on.com
--	--------------------------

	Visit help-on.com
--	--------------------------



INVOLVING YOUNG PEOPLE

One of the main achievements of Help was the progressive involvement of young people in all aspects of the campaign. Getting involved, spreading the message, and bringing communities together: the target itself is at the heart of the operation.

In Chapter 2, we saw how the communications strategies changed during Help and gave young people a greater sense of involvement. Their ideas for the creative campaign were increasingly taken up within the campaign, while their attraction to the online space prompted a shift of media resources to the website. In fact, these changes were the tangible result of a more fundamental shift in attitude towards young people, and a desire to give them an even more strategic role in Phase 2.

For Help, a key moment came in October 2008, with a three-day conference in Brussels to review the campaign's progress and outline its future direction for 2009-2010. The changes that took place following "Communicating Health: The Tobacco Example" were significant. Young people were given three seats on the Advisory Board in the form of representatives of the European Medical Students' Association (EMSA), the International Federation of Medical Students Associations (IFMSA), and the European Youth Forum (YFJ, for "Youth Forum Jeunesse").

Nick Schneider, an Advisory Board member with a background in youth activities on tobacco control, saw Brussels as a defining moment. "The most important thing about the conference was that young people were heard and were involved at the same level as the professionals. Youth organisations really felt they were taken seriously, something that didn't happen earlier in this process, or in others at a European level,

where youth was consulted with the attitude of 'You can say what you want, but we're not taking it into account.' There, we felt like equal partners, and that increased people's participation."

Previously, the campaign's main contact with young people's organisations had been a partnership with the European Youth Forum, the umbrella group for youth organisations across Europe. The YFJ had been approached back in 2005 to get its wide-ranging membership involved in the Help campaign. The YFJ responded by conducting a four-month consultation process in 2006, involving more than 10,000 of its membership in all the Member States (25 at the time) and culminating in a conference in Belgium during May of that year. The result was the European Youth Manifesto.

Considerable impact

For a document of only a few pages, its impact was considerable. Essentially, it endorsed a strong position on tobacco prevention and supported the general line of the Help campaign. It also urged authorities to take further steps in favour of tobacco control and called for young people to be fully involved in the process. The Manifesto was subsequently promoted by a press campaign across the Member States and presented to all Health Ministers. It was also presented to the European Commission and to members of the European Parliament in 2007, while its recommendations fed into the European Commission's Green Paper

EMSA: European Medical Students' Association.
<http://www.emsa-europe.org/>

IFMSA: International Federation of Medical Students' Association.
<http://www.ifmsa.org/>

YFJ: European Youth Forum.
<http://www.youthforum.org>

on tobacco. From a Help perspective, the Manifesto led to a number of youth-led activities being funded among the 38 projects that were carried out with partners across the EU during Phase 1.

João Salviano Carmo, who coordinated the drafting of the Manifesto as the YFJ member responsible for health, believes it was a key moment for young people, and not just for the tobacco control movement. "I'd say the manifesto process was an historic moment in the sense that, for the first time, young people were massively involved in a major EU project on health," he said. "In turn, that also increased the confidence of the Member States in engaging with young people at a national level, in trusting them, in giving them resources, and enabling them to be involved in preventive health campaigns – not just in tobacco but in other areas as well."

A marriage of ideas and objectives

The key, clearly, was that the youth organisations and the tobacco control experts, though coming from entirely different starting points, had arrived at the same conclusion. "There was a marriage of ideas and objectives – it was a natural process," João Salviano Carmo said. "It wasn't someone telling young people what to say, it was young people coming forward and saying what they thought, which was in line with what the campaign wanted to achieve. It was a match made in heaven, and made everything much smoother."

That sense of partnership, along with the recommendations of the Brussels conference, was later reflected in the presence on the Advisory Board of the European student bodies: EMSA, IFMSA and YFJ. Such organisations played a vital role in the involvement of young people at grassroots level in Europe.

Both IFMSA and EMSA mobilised their members and supported their involvement in the Help campaign at a national level, inviting them to develop joint activities. Such activities ranged from students inviting Help to set up stands at their universities to organising events and handing out Help leaflets and promotional materials. At the same time, all the local PR agencies were asked to identify and contact additional student associations that might be interested in becoming involved with Help. In some cases, it was the youth organisations themselves who initiated the contact with the Help campaign, expressing their wish to take part. Such was the case of the European Nursing Students Association. Such cooperation led to various outcomes: youth projects, locally-led peer workshops, tips collection and youth meetings. Young people were also invited to national press conferences, events and meetings with national tobacco control experts, thereby giving them a unique opportunity to express their opinions and describe their experiences to an audience that included not only the media but also local policy makers.



The Help website continuously relayed the Manifesto activity.

Real involvement

Helping along this process of youth involvement was the broad scope of participation in the campaign. Julie Teng said, "One of the big strengths of the Help campaign was that it involved youth organisations right from the beginning. They really tried to get young people's views on how it should be done. I think the Commission's representatives really understood how youth organisations work and how youth participation works. They did a good job."

Communication between youth groups and the campaign was not limited to the Advisory Board sessions, but also extended to a variety of meetings and conferences. A whole series of such encounters was organised, particularly during Phase 2, to discuss a variety of tobacco control topics, provide updates / training and exchange best practices. In February 2009, the Help team held a meeting in Prague to inform youth groups about the new "2.0" campaign and organise workshops in which tobacco experts showed them how to conduct carbon monoxide tests. In July 2009, the European Commission discussed the greater involvement of young people in health matters, including tobacco control, at a Youth Health Conference organised with the YFJ in Brussels. The theme also dominated a meeting held in Riga, Latvia, that brought together 87 delegates and 59 youth organisations in May 2010, and closed with the issuing of a "Youth Declaration on Tobacco Control".

The declaration, which issued separate calls to EU institutions, national governments and NGOs, indicated the extent to which young people supported the efforts being made but wanted them to move into a higher gear. The declaration was prefaced by the statement, "We recognise the steps undertaken by European and national bodies, but we believe there is still significant room for improvement." The text included calls for higher tobacco taxes, compulsory tobacco education in schools and the full implementation of EU policies across all Member States.

Riga: A turning point

Mojca Bizjak, a local network organiser in Slovenia who attended the Riga conference, felt that it was the most successful session to date. "We managed to get an opinion from each and every single participant, representing organisations from all around Europe! This was amazing ... the voice of young people really counted ... and we could write what we wanted in the Declaration."

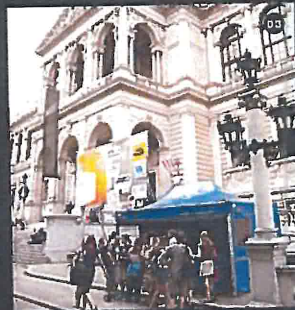
The conference in Riga was also significant in terms of the delegates who took part, as it attracted non-medical youth organisations and networks. One of the objectives of the youth coordinator's role created in 2009 was to broaden the variety of young people's organisations getting involved in Help and to look beyond the medical student associations that were inevitably drawn to such a campaign.

Events

Widespread in-the-field activities took place as part of the local relay of Help. With initiatives including Help@School and Help@Work, and activities such as CO testing, Street Art, and recording anti smoking tips, Help reached out to millions of Europeans.

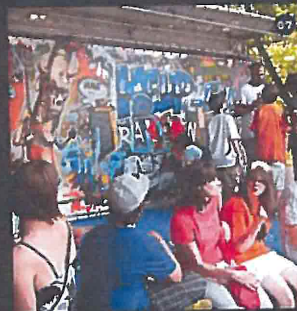


- 01 — Füzess Park, Hungary
- 02 — CO testing event, Bergamo, Brusate
- 03 — Vienna University, Austria
- 04 — Help@School Teaching Kit



1,800

Help events were held across Europe from 2005 to 2010.



- 05 — Help@School Event
- 06 — Bergamo, 20km Race, World No Tobacco Day 2009
- 07 — Street Art activities across Europe

Away from the conference table, the resources allotted for developing young people's networks led to Help funding 15 projects conducted by European youth and student groups in 2009. This activity nearly doubled in 2010, with 24 national and 4 transnational projects being organised. Such projects ranged from the smoke-free parties to booths at rock concert venues, and from tobacco control workshops to presentations in schools. A total of 28 national projects were funded in 2010.

Widespread agreement

In terms of best practice, there was widespread agreement that the involvement of young people at an advisory/strategic level was invaluable, and that the earlier young people can be brought into a campaign the better. EMSA's Paul-Henry Mackeprang expressed a popular view among the youth organisations by saying, "I am really glad the Commission decided to actively involve young people. I've seen a lot of health campaigns targeting young people that fail to reach their target group because they clearly don't involve anyone from that target group." Christos Chronis, IFMSA's Tobacco Initiative Project Coordinator, echoed those views and pointed up the practical value of the conferences. "I think meetings like Prague, which created the CO Measurement Guide, are best practice because they offer something concrete that young people can use in their tobacco control activities," he said. "Meetings like this make it easier for young people to feel more

ownership of the campaign, and, by consequence, they promote the campaign more."

When it came to spreading the message at grass-roots level, local youth groups found that it paid to be selective as to who was drawn into the campaign. Daria Catalui, a project organiser in Romania, said, "We used the multiplier force in all our seminars and activities, in that we focused on young people who were leaders of their community, classroom heads, junior mayors and leaders of youth NGOs. They in turn did a good job of passing on the message to their community."

Mojca Bizjak, the organiser of the Slovenian group No Excuse, took a similar approach to youth involvement. "We make presentations at high schools and then invite up to 100 interested people for an interview," she said. "We accept 15 of these, because that is the number we feel capable of educating in a few weeks. We stress all the skills they will gain if they join us – rhetoric, advocacy, organising skills – and that they will have a lot of fun doing it, will make great friends and do something amazing for society."

Help's experience showed that young people's involvement in the campaign was valuable at several different levels. Strategic input within the Advisory Board was complemented by partnerships for national projects and help in delivering the message to future "ambassadors" at college and classroom level.

Youth

One of Help's founding principles was the belief that a campaign for young Europeans must put young people at the centre of all activities.



01 Members of medical student organisations took part in Help events in which they offered advice to their peers.

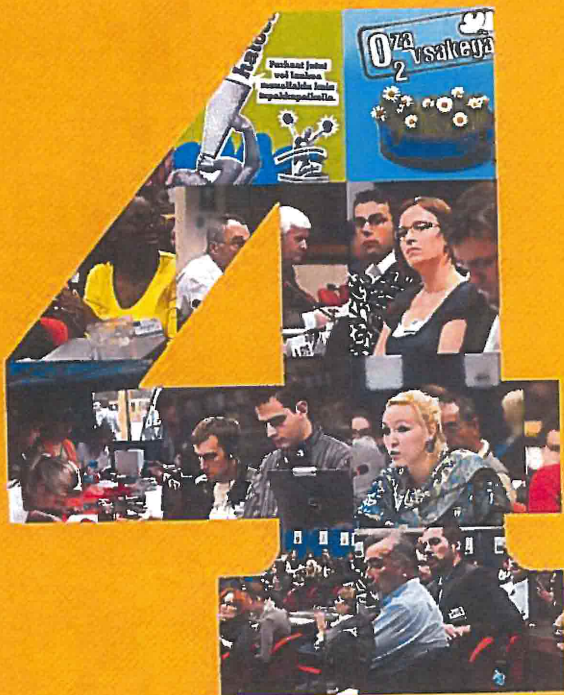
02 01 Youth Plans to come funded by the Help campaign and earned net across Europe between 2005 and 2010.



03 Youth meetings and activities took place throughout the campaign.

04 The 'Tip' campaign in 2009 was launched by a creative competition for young Europeans.





BUILDING PARTNERSHIPS

Communicating effectively across 27 Member States required taking national and cultural characteristics into account. To reinforce the Help message and reach out to Europeans at a local level, partnerships with governmental representatives, NGOs and young people were a necessity.

Although media communications had a considerable role to play in Help, it was also important for the campaign to develop partnerships with other groups. These broadly fell into three categories:

1. Non-governmental organisations, in particular members of the European Network for Smoking Prevention (ENSP) and the European Network of Quilines (ENO);
2. The national health authorities of the Member States;
3. Youth groups, as discussed earlier.

However, the media campaign also relied on the Help Advisory Board, a ready source of advice and technical support from Europe's leading medical experts in tobacco control. Their input was vital, not only in providing intellectual weight behind the campaign and ensuring the medical accuracy of the content, but also providing advice for young people on the website in the form of bite-sized videos. Several members of the Advisory Board were also senior ENSP representatives, with two of them being former presidents of the organisation.

Help provided the funds for a variety of ENSP tobacco control projects carried out at local level – 38 in all during Phase 1, with 17 following in Phase 2. However, representatives of the ENSP, which has 500 member organisations grouped in 28 national coalitions across Europe, had different views on some aspects of the campaign. The context, as highlighted in Chapter 1, is

that resources for public health campaigns are often limited, while the media scope of Help was wide-ranging. For some partners in the tobacco control community, the money allocated for the first phase of Help, some €75 million, appeared considerable. Some also felt that such funding should have been given to their community directly, rather than to another EU campaign. However, the counter-arguments are also valid. In reality, that budget, once divided among the 27 Member States and then further divided over four years, is a relatively insignificant sum. In comparison with the overall spending by any industry campaign across Europe, the figure is negligible.

Learning process

Martina Pötschke-Langer, head of the Cancer Prevention Unit at the German Cancer Research Centre, is also a member of her country's ENSP coalition. She would have liked to see a higher proportion of the budget go to youth-led networks and projects at national levels, which are now due to end. That said, she believes that Help will leave behind an important legacy in terms of a brand, a logo and a website. "It was good to have the campaign because you can build on it for the future," she said. "It's a learning process in health communication."

Many of her views were shared by others, like João Salviano Carmo, the former member of the YFJ. Having visited 26 of the 27 Member States in recent years, he felt that a great deal was achieved by

ENSP

Founded in 1997, the European Network for Smoking and Tobacco Prevention unites more than 500 member organisations in 28 national coalitions.
<http://www.ensp.org/>

local groups and networks, below the media radar. To illustrate his point, he pointed out how effectively the partnership with local groups could operate at grassroots level. "The Portuguese tobacco manifesto was in the local media for two days, but the people involved with it then are still involved in it years later," he said. "They have since brought more people into it and they are still running projects... That's the success of Help. You cannot quantify it, but it is there: it's what you don't see, what's done at local level in the street, getting the message to people directly."

Another feature of the partnership was the cooperation between campaign organisers and the ENSP community. Elizabeth Tamang, a former ENSP president who heads the coalition in Italy and who served on the Advisory Board, felt that it had generally gone well but "was not always perfect. If countries wanted to do a local project, not everyone got the information they needed, so some opportunities were missed," she reported, adding, "That said, I think in the end it did work out well." She rated the Nicomarket viral campaign, the Tips videos and the Helpers animations as "fantastic."

A separate aspect to the partnership was the ENSP's presence on the Advisory Board at different stages of the campaign. During Phase 1, the association's Brussels-based secretary general, along with a number of national coalitions, gave the ENSP

an involvement that Elizabeth Tamang described as "quite a big role, like associate partners." During Phase 2, however, only the heads of ENSP national coalitions had seats on the board, creating more of a challenge of coordination at European level. "I think that changed the role," she said.

An impact in the future

On balance, most people within the ENSP community felt that Help had genuinely been a positive step forward in tobacco control, and that it had changed the dynamic in the ENSP's relationship with the European Commission, which had historically been complicated by the issue of EU funding for tobacco growing. "I think it was a courageous and good thing for the European Commission to do," Elizabeth Tamang said. "It was the first campaign that included so many different countries, and if you think about how much money people spend on publicity and marketing – and how much tobacco companies spend – this was nothing in comparison. I think it will have an impact in the future."

Clearly, tobacco control groups did not represent the only significant partnership for Help at national level. Government authorities within Member States, whether from the ministries of health or education, also had a role to play, often in concert with local ENSP coalitions. The partnership building tended to reflect the amount of local experience and resources already available for tobacco control. In short, the

The sharpest rise in respondents who remembered having seen at least one Help television advert was seen in Southern Europe, up 18 percentage points to 43% from 2005 to 2010, and in the East, up 18 points to 55%.

partnership was stronger where local resources were weaker. For some countries, particularly in Eastern and Southern Europe, the Help campaign provided access to media resources that were either less readily available or non-existent – in some states, Help was the first and only sustained television campaign devoted to tobacco control.

The powerful impact made by Help in such areas is reflected in the statistics compiled by Ipsos. The sharpest rise in respondents who remembered having seen at least one Help television advertisement was seen in Southern Europe, up 16 percentage points to 43% from 2005 to 2010, and in the East, up 18 points to 55%. The adverts' individual messages about cessation, prevention and passive smoking also hit home particularly hard in these regions. In Eastern Europe, for example, the recall of cessation and passive smoking messages rose by 22 and 10 points respectively over the 2005 survey (with prevention up by 15 points). In Southern Europe, these same figures increased by 14 and 9 points respectively.

This impact was also borne out by the close working relationship achieved with the government authorities in these regions, with Bulgaria being an example. In Sofia, the local consortium agency worked effectively with both the Ministry of Health and the Ministry of Education. Vilia Velikova, a senior expert within the Bulgarian Public Health Department, said

that the authorities had "constructive, beneficial and useful ways to work" with their appointed agency. World No Tobacco campaigns with CO measurements among the general public, along with a series of national school competitions, were among the activities carried out. "The Help campaign provided our projects with promotional materials, CO tests, stickers, leaflets and other items," Vilia Velikova said. Summing up, she found the Bulgarian Government's partnership in Help to have been a "loyal, creative and well-balanced" experience.

Raising the debate to a new level

In other countries, Help's activities raised the tobacco control debate to a new level and helped pave the way for practical initiatives like smoke-free areas. There were also numerous instances of cooperation between the campaign and national governments when it came to launching and/or publicising Help in italives. In Germany, for example, Sabine Batzing, drug commissioner for the federal government's Ministry of Health, was a keynote speaker at Help press conferences and visited Help events, giving her full support to the campaign. Meanwhile, in Belgium all four Health Ministers in the federal government spoke at the first Help press conference in Brussels in 2005. In many countries, ranging from Italy and Greece in the south to Finland and Estonia in the north, the Youth Manifesto on Tobacco endorsed by Help was presented to the media with national Health Ministers in attendance

“The interest of youth organisations in public health has really grown as the European Commission has put on meetings and put in a bit of funding for them to run projects in their own countries.”

JULIE TENG

at news conferences that were held in government buildings.

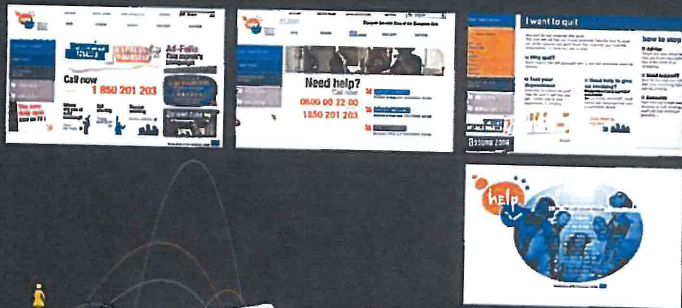
While state authorities and tobacco control campaigners were important partners for the Help campaign, so were youth organisations, as we saw in Chapter 3. Julie Teng, the Youth Forum representative on the Advisory Board, testified to the impact of that partnership on grassroots activity involving young people and health. “What I’ve noticed in the last three years of my work is that the interest of youth organisations in public health has really grown as the European Commission has put on meetings and put in a bit of funding for them to run projects in their own countries,” she said. “I would encourage that... I thought youth projects were a best practice.”

For each of the three partnerships – with the tobacco control community, national governments and young people – there was a different context, and inevitably a different journey to be undertaken. For the ENSP, it was a gradual movement from some initial scepticism to support, for youth it was very positive, and in terms of Member States’ involvement, there was a balanced reaction according to resources and regional conditions. Such a variation is perhaps only inevitable in a campaign covering such a diverse economic, social and cultural landscape as the European Union. Indeed, it prompts the question dealt with in the next chapter: what was the added value in having a pan-European campaign?

The Help website

The campaign website, www.help.eu.com, active in 22 languages, was launched in 2005 to provide concrete help, advice and support on tobacco issues. Over the years the site has been developed and enriched in terms of both design and content.

{2005-2008

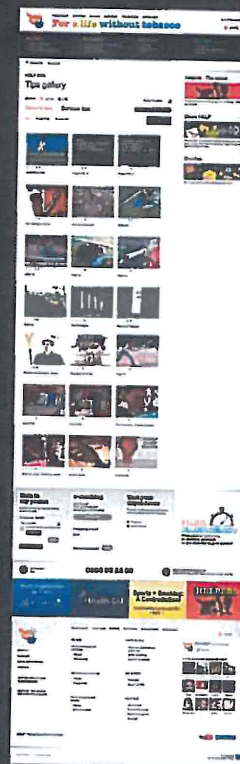


01 The website was organised according to the three main campaign themes – prevention, cessation, and massive smoking – so the user could quickly access the required information.

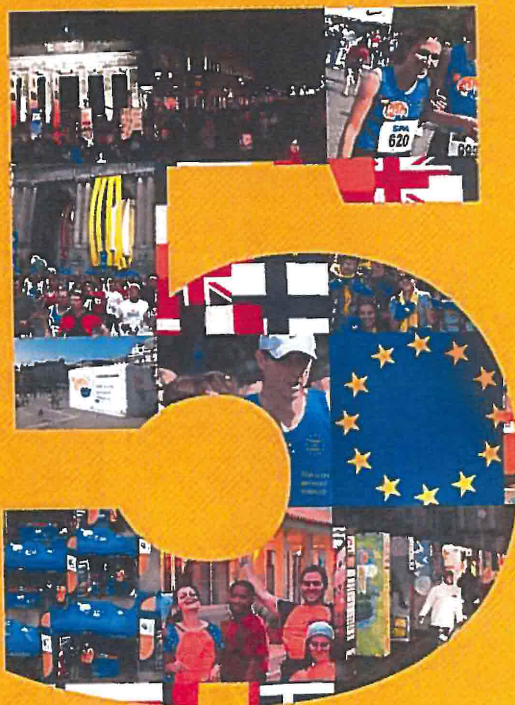
Over **15.6 million**

visits to help.eu.com since 2005

{2009-2010



02 In 2009 and 2010 the website featured young Europeans' serious and absurd anti-smoking tips, as well as videos of expert advice, new games, guides and a relay of local events.



THE EUROPEAN CONTEXT

Producing an anti-tobacco campaign accessible to all young Europeans was a logistical challenge that Help succeeded in surmounting. Identifying common symbols, unifying the media strategy and working closely with institutions: these are the keys to delivering a pan-European message.

What sets Help apart from other health campaigns in Europe and the rest of the world is that it has reached out to so many different people. Large-scale campaigns have indeed been organised in the United States and Australia, but they have dealt with a single nation and a common language. For Help, all 27 Member States of the European Union were included and a vast array of electronic and paper campaign material was translated into 22 languages. Apart from anything else, it was clearly a logistical challenge. Was it worth the effort of coordinating a campaign across so many cultural and linguistic barriers? The answer, from independent researchers and those involved in the campaign, appears to be a resounding "Yes".

At one level, the notion of a pan-European campaign is vindicated by the independent monitoring of TV advertising. As discussed earlier in Chapter 2, Ipsos researchers found particularly high rates of recognition of the campaign among young people in all countries, and equally high rates of awareness of the messages being transmitted. Such statistics underpin the case for EU-wide measures being considered a best practice for future public health initiatives. "What Help has shown is that it's perfectly possible to have an effective campaign across 27 countries," said Laila Idtaleb, client director of Ipsos' healthcare department. "It was surprising at the start, but it has been fully confirmed by the figures over time."

The importance of pre-testing

Ipsos had an important role to play in pre-testing and post-testing the videos being prepared for pan-European television. "Doing a crash test before the films were broadcast was particularly valuable because it meant you could pick up on any problems, either in terms of the wording or the film's setting, and make the necessary changes," Laila Idtaleb said. One example was the eventual choice of a toy paper whistle in place of a cigarette for the advertisement discussed in Chapter 2. Originally, the cigarette substitute was to have been a vegetable, a leek, until pre-testing revealed that a leek was also used in Spain and Portugal as a term for a cannabis joint. Clearly, this would have been unacceptable. In a similar vein, another film was set to portray young people smoking on a bus. "In countries in Southern Europe, it might have been fine," Laila Idtaleb said. "But in Northern Europe, that kind of thing had long been banned and pre-testing showed that the idea of people smoking on a bus was not credible to viewers. It was something that simply never happened and the film would have come across as either science fiction or the work of juvenile delinquents. So the scene was moved to a bus stop instead."

Such feedback was invaluable to the campaign, as were the post-test results, which measured not only Help's progress over time but also the relative effectiveness of different TV advertising campaigns.



As for the mix of the campaign media between television and online, Laila Idtaleb believed Help had struck the right balance. "The web is all to do with people taking action," she said. "It's not about basic visibility, which is more the domain of television because that is a mass medium. The web is more about people who are already interested in a particular area, and who are looking at changing their behaviour. So these are not really the same objectives. You're going to watch the Helpers and share it with friends if you're interested in that. You go on the site because you recognise you have a need, or a problem, or because you know someone who has a problem."

As to whether Help could somehow have "done without" a TV element, she declared, "It's a fair question, but for me the answer is no. We're really not at that stage yet. We still need television. These two media serve as different stages of the same process – television is there to make you aware of something, and the web is there to accompany you when you want to do something about it. My conviction is that you need both."

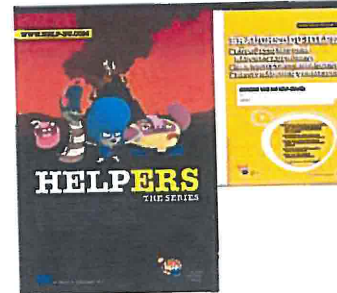
Her view was also shared by MTV's Daniel Green, whose organisation operates in both areas. "There are still plenty of people who watch TV," he said. "MTV in Spain, for example, has just moved from being a cable channel of 2 million viewers to a terrestrial channel of 20 million. TV isn't dead. It's not growing

as fast as it used to, but it's still a valid medium... It's an awareness driver. And from my experience, if you do TV and online together, you get a better advertising response."

Subjective evidence

Clearly, from the Ipsos statistics we have seen in Chapters 1 and 3, there is plenty of evidence to show that the advertising campaign deployed by Help was effective. However, there is more to the pan-European perspective than just figures and graphs from market research. Subjective evidence also points to the campaign's European vocation being an important factor in its impact.

For a start, the fact that it was a European Union project provided a real "federating" influence. It is unlikely that so many leading experts, health NGOs and youth groups could have been so effectively involved in a health campaign without the prestige and intellectual weight of the EU "brand" behind it. This is, of course, distinct from the all-important funding that made the campaign possible in the first place. What's particularly interesting is that the "EU effect" was noticed by people involved in Help at both a micro and a macro level. Having studied the pan-European viewing statistics for several years, Laila Idtaleb of Ipsos said, "The fact that the European Union was involved definitely added value to the campaign from the general public's point of view. In terms of getting the message across it was



The campaign materials were translated into 22 languages.

an advantage. And that advantage has only grown over time, as people increasingly associate the EU with Help." Her assessment was that the European public effectively thought, "If different people are getting the same message, it must mean that it's important."

That view was echoed from a very different campaign level by Daria Catalui, following her project work in school classrooms and social events in Romania. "In our seminars we also talked about the Help website. When people visited the site and saw that it really was a huge platform and obviously an important campaign, I think it changed their behaviour. People thought 'I have to take this more seriously'... I think it also showed that the EU was close to them." She also thought that the campaign helped foster a sense of European identity, of young people in different countries addressing the same issues. "In all of our seminars, we used the argument that the very same materials people were seeing and using then were also being seen and used by people in Italy, France and all over Europe," she said.

Elizabeth Tamang, the ENSP coalition leader in Italy, was among those to share Daria Catalui's view that Help brought the EU and its institutions into the lives of ordinary Europeans in a very direct way. "I think Help has also raised awareness of the European Commission, because the campaign has been running for quite a few years now and people know it's

funded and promoted by the EC," she said. "I think they've certainly gained in their image. It has created a brand for them and I think that was a good thing."

However, support for Help's pan-European vocation went further than its TV ratings and the implications for the European Commission itself. The case put by interviewees from two distinct stakeholders – young people and NGO partners – is that there is a fundamental logic behind the idea that health, like economic and monetary union, is an intrinsic part of the "European project".

One space, one message

The view of young people on this point was best expressed by Julie Teng, the Advisory Board member from the Youth Forum. "I'm a convinced European," she said. "So for me it was good to have a pan-European campaign, to have a more homogeneous and consistent message all across Europe. To my mind, this makes sense in public health if we are to be one space. There are so many disparities in Europe as regards health issues, and on tobacco in particular, and I think it's important to have a consistent message. Help also had the strength of being translated and adapted to different national contexts, which often isn't the case."

She also felt that a pan-European campaign was a more efficient way of using creative and technological resources, rather than having 27 different countries each trying to discover what does and doesn't work

in today's media world. "Reinventing the wheel is what can happen if all the different countries try to run their own campaigns, rethinking which tools to use and the best way of doing things," she said. "If you have a European level where you can draw all those best practices together, I do think it can save resources and energy."

Christos Chronis, the IFMSA's representative on the Advisory Board, also felt that there was a bigger picture to the Help campaign, one that transcended the specific tobacco control objectives: "For sure, it's good to have a pan-European campaign because it also helps in the creation of the European identity, which is something the European Union has been trying to do for many years, with projects like Erasmus for students, and many others."

Naturally, the TV advertising campaign and the development of the online space were not the only forums that brought young Europeans together to discuss tobacco control. Face-to-face meetings were also an integral part of the campaign, providing everything from strategic direction to the best way to blow into a carbon monoxide meter. The Brussels conferences, along with separate sessions in Prague and Riga, were invaluable meetings. Not only viewpoints, but also campaign materials, such as videos, and experiences of best practices could be exchanged. At grassroots level, a number of the youth-run projects were transnational, bringing young people together from

several EU countries. For Martina Pötschke-Langer, all of these events were important in a bigger context. "The meetings of the youth groups – this was living Europe," she said. "Bringing young adults together and letting them develop ideas and health programmes together – this makes for a lively Europe."

Awards

The Help campaign has been awarded a total of 11 prizes by communications industry specialists over the years, including the 2008 and 2009 Empreintes Grand Prix, the 2009 Paris E-Marketing double award, the 2008 Top Com Consumer Marketing Grand Prix and a Cannes Lions award in 2008, to name just a few.



01

01 Help won a 2007 European Entrepreneur Award in the health category.



02 Help won again at the EACA Care Awards in 2010, in the Government, External and Related Organisations category.

Conclusions

The preceding chapters have shown the broad scope of the Help campaign and the wide variety of communities and techniques that were involved in deploying its tobacco control message. Not surprisingly, its legacy is equally diverse.

The focal point of that legacy is, of course, that it succeeded in reaching out to such a significant portion of the European Union's population. As we saw in Chapter 1, about 214 million Europeans said they had seen at least one of the advertisements in 2010. For a campaign that targeted young people, the fact that two-thirds of Europe's youth (some 41 million people in the 15-24 age group) had seen at least one of the advertisements underlined the fact that this particular target group had also been reached by the campaign. The figures for 2005-2010 further reveal that Help built momentum over time. The longer the campaign went on, the greater the recognition it achieved. This was also true for the attribution of the European Union to the campaign, which by the end had reached a third of the EU population. The principal conclusions from the independent statistics are therefore that Help achieved its objectives of raising awareness about the three key areas of tobacco control (prevention, cessation and passive smoking), that it benefited from being a longer-term rather than a shorter-term campaign, and that it brought awareness of the European Union and its concern for people's health into the everyday lives of European citizens.

Help has clearly played its part in what has been an encouraging trend away from smoking in recent years. Statistics provided by Eurobarometer Survey indicate that the proportion of smokers among the European population fell from 32% in 2006 to 29% in 2009.¹ However, it is not possible to establish a causal link between Help and the fall in the number of smokers, since a number of external factors are also involved. Over the same period, tobacco pricing increased, Member States conducted their own national anti-smoking campaigns, health issues in general achieved a higher profile with the general public and several countries adopted smoke-free legislation for public places. Clearly, a figure cannot be placed on the number of Europeans who watched a Help advertisement on television or online and then decided to start a cessation journey.

While the effects of the Help campaign were its primary legacy, they are clearly not the only one. Three other areas that need to be considered are the brand that it leaves behind, the technology experience and the involvement of young people.

From the social marketing point of view, the successive waves of television advertising and online campaigning since 2005 have produced an awareness of Help as a name, a logo and a source of information. As Advisory Board chairman Professor Gerard Hastings concluded, "Help has done that rare thing; it has got in there and tried to engage with the people of Europe, has stuck at it for several years and has

begun to build something that could be described as a brand. That is absolutely what public health has to do." Another part of Help's legacy is therefore a health brand, backed by six years of promotion across the European Union.

At a technology level, Help leaves behind more than just a website offering advice, collaboration and entertainment with a message. A number of best practices have emerged in the use of the online space and the way it can be tied in with television advertising. The message for future youth health campaigns, in whatever field, is that young people respond positively to their preferred kind of media, i.e. social networking environments (such as Facebook), computer games and animations, and the opportunity to interact with a site (e.g. Tips) to receive help and guidance. Partnerships with third parties also proved successful, notably in the television and online cooperation with MTV, along with the use of YouTube channels. Such experiences were also a valuable source of information for the ENSP and scientific community in addressing young people. The legacy here is therefore two-fold: proof that online media has to be a key weapon in any successful youth-oriented campaign, plus a demonstration of the range of techniques that can be deployed to achieve that success.

As the campaign drew to a close in late 2010, Help's legacy was clearly a wide-ranging one. Much had been achieved, and much had been learned.

The market surveys show that Help's final television advertisements reached out to more than 150 million people in the European Union. More than eight million people visited the website during a campaign that was successfully promoted in all 27 Member States. Yet Help was not just about mass media. It was also about a discussion in a school classroom, a smoke-free party or a personalised email of support to someone who desperately wants to give up smoking.

In fact, a key part of the legacy of Help is the medium, as well as the message, and what has been learned about the best way to reach out to young people. Clearly, using the right tone and the right technology can be just as important as what needs to be said. It's a vital lesson for anyone looking at health policy in Europe today and for the years ahead. Indeed, this is why the legacy of Help is so valuable, for it not only addresses the past and what has already been achieved, but also the future and what remains to be done.

¹ "Attitudes of Europeans towards Tobacco", Fieldwork: October - November 2008, Publication: May 2009.
² "Tobacco", Fieldwork: October 2009, Publication: May 2010.

Appendices

- 56— MANY THANKS...
- 57— ACADEMIC PAPERS
INVOLVING HELP
- 58— MEMBERS OF THE HELP
ADVISORY BOARD 2008-2010
- 62— A CONSORTIUM OF AGENCIES
ENTRUSTED WITH THE
CAMPAIGN

Many thanks...

to the following people who contributed to this study in August and September 2010:

Mojca Blajek

Help Youth Project Organiser,
Slovenia

Daria Catalui

Help Youth Project Organiser,
Romania

Christos Chronis

Advisory Board member,
IFMSA representative

Kristin Deibert

German Cancer Research Centre,
Youth Network Coordinator, Help

Jørgen Falk

Executive Consultant, National
Board of Health, Denmark

Daniel Green

Director of Digital Strategy,
MTV Networks International

Professor Gerard Hastings

Chairman, Help Advisory Board

Michael Hübel

Head of Unit - Health
Determinants, Directorate General
for Health and Consumers

Lalla Idtaleb

Client Director, Healthcare
Department, Ipsos

Paul-Henry Mackesprang

Advisory Board member,
EMSA representative

Harry George Malsom

Digital Advertising Manager,
Carat Global Management

Jean-Luc Noël

Directorate General for Health
and Consumers

Dr. Martina Pötschke-Langer

Head of Unit Cancer Prevention,
German Cancer Research Centre,
Head of German ENSP coalition

Wiel Schneider

Science Manager,
German Cancer Research Centre,
Advisory Board member

João Salviano Carmo

Bureau member for health,
European Youth Forum 2005-2006

Pierre Siquier

President, Ligans

Renata Spackova

International Business Director,
Ligans

Elisabeth Tamang

Advisory Board member,
Head of Italian ENSP coalition

Julle Teng

Advisory Board member,
European Youth Forum
representative

Vilja Velikova

Senior Expert,
Public Health Department,
Bulgarian Ministry of Health

Josephs Wanner

Directorate General for Health
and Consumers

Academic papers involving Help

Marketing Communications: A European perspective (2010)

By P. De Pelsmacker, M. Guens and J. Van den Bergh.
Edition Financial Times as an imprint of Pearson,
2010, fourth edition.
Help case study: pages 40-49.
www.pearsoned.co.uk/HigherEducation/Booksby/DePelsmackeretal/

Public Health Branding: Applying marketing for social change (2008)

By W. Douglas Evans, G. Hastings.
Oxford University Press, 2008.
Help case study by P. Siquier, R. Spackova, L. Hassan:
pages 93-107.
ukcatalogue.oup.com/product/9780199237135.do

DISSEMINATION OF FINDINGS (JOURNAL AND OTHER PUBLICATIONS)

"Self-concept, emotions and consumer coping: Smoking across Europe"

By K. Hamilton and L.M. Hassan.
European Journal of Marketing (under review).

"Segmentation in social marketing: Insights from a multi-country antismoking campaign"

By G. Walsh, L.M. Hassan, E. Shu, C. Andrews,
and G. Hastings.
European Journal of Marketing (under review).

"Modeling persuasion in social advertising: A study of responsible thinking in antismoking promotion in eight eastern EU Member States"

By L.M. Hassan, G. Walsh, E. Shu, G. Hastings and P. Harris.
Journal of Advertising, volume 36, issue 2, pages 15-31
(2007).

CONFERENCE PAPERS ACCEPTED AND/OR PRESENTED:

"How do individual-level and country characteristics affect the intention to quit smoking?"

By G. Walsh, L.M. Hassan and E. Shu.
American Marketing Association Winter Marketing Educators'
Conference, Austin TX, USA (2008).

"Social marketing campaigns across cultures: Does one size fit all?"

By E. Shu, G. Walsh and L.M. Hassan.
Social Marketing Conference, Koblenz, Germany (2008).

"Individual-level and country-level antecedents of the intention to quit smoking"

By E. Shu, G. Walsh and L.M. Hassan.
Social Marketing Conference, Koblenz, Germany (2008).

"Attitude, comprehension, and thinking as a basis for market segmentation in social marketing"

By G. Walsh, L.M. Hassan, E. Shu, and G. Hastings.
American Marketing Association Summer Marketing
Educators' Conference (2007).
Competitive paper, extended abstract included
in proceedings (Washington DC, USA).

"Profiling the target audience of a social marketing campaign: A cluster analysis approach"

By G. Walsh, L.M. Hassan, E. Shu, and G. Hastings.
American Marketing Association Winter Marketing
Educators' Conference (2007).
Competitive paper, extended abstract included
in proceedings (San Diego CA, USA).

"A national perspective on a European campaign: Help - For a life without tobacco"

By L.M. Hassan.
National Social Marketing Conference, Oxford, UK (2007).

Members of the Help Advisory Board 2005-2010

Amanda Amos (2005 - 2010)
Department of
Public Health Sciences,
University of Edinburgh
Scotland

Christos Chronis (2009 - 2010)
IFMSA - International Federation
of Medical Students' Associations
Greece

Luka Clancy (2007 - 2010)
Research Institute
for a Tobacco Free Society,
Saint James Hospital
Ireland

Steve Cronin (2005 - 2010)
European Network of Quitlines,
QUIT
England

Jørgen Falk (2005 - 2010)
National Centre for Health
Promotion & Disease Prevention,
National Board of Health
Denmark

Francis Grogna (2005 - 2006)
European Network
for Smoking Prevention
Belgium

Gerard Hastings (2005 - 2010)
University of Stirling
Institute for Social Marketing
Scotland

Luk Joossens (2005 - 2005)
European Cancer Leagues
Belgium

Marie-Glaude Lamarre (2005)
IUHPE
France

**Susanne Logstrup
(2005 - 2005)**
European Heart Network
Belgium

**Paul-Henry Mackeprang
(2005 - 2010)**
EMSA - European Medical
Students' Association
Germany

Nick Schneider (2007 - 2010)
Unit Cancer Prevention
and WHO Collaborating Center
for Tobacco Control
Germany

Susanne Schunk (2005 - 2007)
Unit Cancer Prevention
and WHO Collaborating Center
for Tobacco Control
Germany

Elizabeth Tamang (2005 - 2010)
Italian ENSP coalition
Italy

Julie Teng (2005 - 2010)
European Youth Forum
Belgium

Claude Vlainin (2005)
WHO

Witold Zatonski (2005 - 2007)
Skłodowska-Curie Cancer Center
and Institute of Oncology
Poland

A consortium of agencies entrusted with the campaign

The Help campaign consortium was composed of two agencies, Ligaris and Carat Global Management.

The campaign was managed and coordinated by Ligaris, a Paris-based consulting firm specialising in integrated institutional, public and social communication, public relations and events management, strategy and media buying consultants working in collaboration with Carat Global Management, in offices in London and Paris and a network present in the 27 countries of the European Union.

Ligaris also works with the Worldcom PR Group (Europe/Worldwide) network and their Brussels-based subsidiary Ligaris Europe.

LIGARIS

Pierre Siquier
+ 33 1 53 00 73 00
p.siquier@ligaris.eu
www.ligaris.eu



Thomas Le Thierry
+ 33 1 41 16 17 18
thomas.lethierry@anmedia.com
www.carat.com